Create Your Own Remarkable Website!

OVERVIEW

Step 1
Plan Your Website

Step 2
Create Your Website

Step 3
Join Competiton!

WHAT YOU JUST DID | Did you know that, by coming to read this page, *you've taken a step closer to your dream of online success*? Yes, you just did! A lot of people out there are still floating wishy washy, oblivious to the critical role a website plays on their online business. But not you!

WHAT YOU NEED TO DO NOW | Now that you have an awareness of your need for a website, you need to block a couple of undisturbed hours so you can build your own remarkable website. Rest assured that the next couple of hours will be very fun and interesting for you!

WHAT YOU WILL ACCOMPLISH | At the end of this course, you would have:

1. Designed your purpose driven website. One that specifically addresses the unique needs of your ideal clients.
2. Developed a highly persuasive website. One that draws in potential clients and persuades them to do what you want them to do.
3. Built your unique and remarkable website. Not home-made looking. But one that is professional and aesthetically pleasing.
4. *Published your website for everyone to see!*

WHAT YOU WILL NEED

1. Passion & Desire to build your website!

2. Your Cool Photo

3. Photo Editing Tools (all Free). No expensive nor complicated software to buy. We've searched out the best one-click yet advanced, powerful online tools for you. Picnik Photofunia Pixlr BeFunky FotoFlexer. You'll learn how to take advantage of them.

4. Webhosting with Website Builders. We don't recommend free hosting for business websites due to lack of stability and lack of security and control. After extensive research we've found the perfect tool that addresses the unique needs of Virtual Assistants/ Freelancers - Website Builders ! Website builder is the key to an instant, customized, professional looking website.

    ○ The beauty of website builders is that the nitty gritty of web usability and web formatting (fonts/consistency,etc) have already been taken cared of for you by computer/design experts. This leaves you plenty of time & energy to develop your website content. This is the one that draws in and persuades potential Clients to hire your services.
    ○ But a common mistake newbies make is to use the templates out of the box. Never ever do this! You are not a generic VA why should your website be generic? You can customize these websites and make them uniquely yours and we'll show you exactly how to do that via dummy- proof videos and pdf tutorials. Others have successfully done them. You can too!
    ○ We've chosen the Top 2 website platforms, HostGator Webhosting & GoDaddy Domains. If you've been working online for a while now you would know that these are very reputable, best of the best, hosting. What most people don't know however, is that HostGator has an excellent Plesk Website Builder and GoDaddy gives you a free 5 page Website Tonight. Do note that Free GoDaddy Website Tonight comes with an ad, as such it is only recommended as a temporary set-up. You are advised to eventually migrate to a paid-account for an add

free (and therefore more professional looking) website. We'll show you how to take advantage of these.

Step 1 — PLAN YOUR WEBSITE

Failing to plan, is planning to fail. Make sure you know why you are building a website to begin with. Who are your ideal clients and what exactly do you want them to accomplish on your website? More importantly, how can you persuade them to do what you want them to do? In these actionable articles, you will be guided, step-by-step, in conceptualizing and designing your own website. You are given worksheets that you can use in developing your own website. At the end of this section, you will have completed your website structure and content.

- Why Oh Why, Do I Need a Website?
- Establish The Foundation of Your Website
- Discover The Real Immediate Purpose of Your Website
- Design Your Purpose Driven Website
- Apply The 6 Principles of Persuasion on Your Website
- Apply The 6 Principles of Persuasion on Your Website (part2)

Step 2 — CREATE YOUR WEBSITE
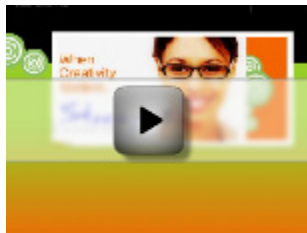
This is the fun part! Here you'll learn amazingly easy ways to build/create your own website. No html nor css required. Easy 3-15 minute step-by-step tutorials on how you can build your website. You will also be taught on how to turn your ordinary looking photos, into a work of art! All tutorials are accompanied by downloadable pdf transcripts for your easy reference. At the end of this session, you would have published you own website, live!

- Videos Build Your Own Website (HostGator Tutorials)
- Videos How To Create Your Own Website (GoDaddy Tutorials)

Step 3 — JOIN "CREATE YOUR OWN WEBSITE COMPETITION"
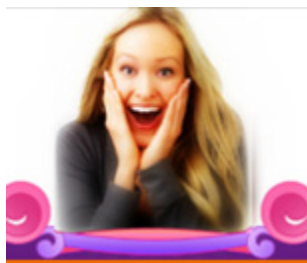
Another fun part! You get to join our "Create Your Own Website Competition!" This is open to all Virtual Assistants or Online Freelancers. You may be just starting up or have been in the business for a while. To make sure newbies are given a fair chance, we are restricting this contest strictly for amateurs only! You get to pick your own prize!

- Contest
- Contest Form
- Favorite Prize Picks!

Why Oh Why, Do I Need a Website?

You Don't Need a Website if …

Can you operate a Virtual Assistance Business without a website? Sure you can. But in so doing you are substantially limiting the potential growth of your business. These are the only situations when you might not need a website. See if any of these applies to you.

You Don't Need a Website If:

❌ You just need a hobby. Not a successful business.

❌ You love to blend in, and not differentiate yourself

❌ You are ok with going thru the perpetual cycle of search job- bid job- do job- search job …

❌ You don't need the moohlah!"

If any of the above applies to you, then yes, you may be wasting time building a website.

The 5 Big Buts …

Here are the 5 most common fears about creating a website and why you should not buy into them.

1. **"But I don't know HTML"** It's ok. You don't need HTML to create your own website.

2. **"But is it sooo difficult"** If you are using the traditional method of site creation, then yes, it can be difficult. But here you will learn the easiest way to build a website (i.e. via Site Builders)

3. **"But it is time consuming"** You can have one up and running literally in minutes. Take a look at some of our samples Create Your Own Website Videos

4. **"But I'm not a creative genius"** Don't worry. There are now a lot of one click, free online applications that can turn your ordinary looking photos into a work of art. Here's a sample How To Edit Photo with Photofunia

5. **"But it's expensive"** HostGator is less than $10/mo. This is less than your 1 billable hour. Even lower, at $12/year, GoDaddy gives you a free website. It is a very small investment that could mean the difference between propelling your Virtual Assistance Business to success or sinking into oblivion.

4 Compelling Reasons to Have a Website

Now, here are the compelling reasons why you need to have a website. It is in your website where you will establish trust and credibility with your potential clients; it is there where you will build your brand identify. And if properly optimized, it is there where your ideal clients will find you and hire your services. Forego building a website, and you'll forever be struggling, chasing one-off low paying clients.

✅ **1 To Establish Trust** | For you to earn a potential client's trust, you need, first and foremost, to get their attention. On job boards, this is extremely difficult to do given the hundred other bidders vying for the same client's attention. You need to bring him into your website, where he can hear you "*See, here's how I helped others like you before. I can help you too. Here's my portfolio/writings and here's how they can benefit you. Here's how I can help you. Here's why you can trust me*".

✅ **2 To Differentiate (and Demand Better Rates)** | On job boards (eLance, oDesk, LimeExchange, Freelancer), you are just one of the sea of bidders. Competition is extremely stiff and your ability to differentiate is very much limited by the constraints of the job board systems. The most effective way to differentiate is to show your portfolio, articles & writings on your website.

On job boards, rates are largely client driven. Client's state their desired price and while you can bid higher or lower, in reality you have very little flexibility here. You have hundreds if not thousands of equally good Virtual Assistants who has access to the same RFP and who are willing to do jobs at drop dead rates. While in the beginning you may need to operate within the constraints of job boards, eventually you need to channel all your clients back into your website, where you have a better control on the information your client is getting. You have his attention. On your site, your Client can pick the ideal Package or Solution rate you've set up for them. You can command better rates.

✅ **3 To Establish Expert Status |** Online, it is a battle of perception. She who is most technically competent don't necessarily get the most clients online. You may be the best Admin Secretary on the planet, but if you are not perceived as such, if you did not position yourself, as such, you can still end up clientless/broke. However, she who has managed to establish early on, the perception that she is the go-to Virtual Assistant, the Expert Adminimistrative Secretary, will surely get the clients. And this virtual perception can most effectively be established via your website.

✅ **4 To have a 24X7 Marketing Tool |** Your website is your most important marketing tool. A properly planned website can funnel your leads and convert them into paying Clients, even while you sleep.

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"Every second you operate without a website, you are sending your potential clients to your competitors. If you are dead serious about becoming successful online, why would you do that?"

Determine Benefits of a Website

Now ask yourself this. What are the Top 3 Specific Benefits of a Website to your own Virtual Assistance Business?

Benefit 1 _____

Benefit 2 _____

Benefit 3 _____

"I don't have a website but my Virtual Assistance Business is Successful." Well, that's great! But can you imagine how much more successful you can be if you have your own website?

Establish The Foundation of Your Website

The Foundation of Building an Effective Site Lies in the Clarity of your Website Purpose.

Clarity is the Key to an Effective Website

Online, who do you trust? Which forums do you participate in? Which newsletters do you continue to subscribe to? Whose products/services do you buy? Do you know why? You read what you read and you buy from whom you buy because you believe they will help you solve your problems, and they will help you achieve your dreams. You use job boards (i.e. eLance, oDesk, LimeExchange, Freelancer) because you believe they will help you get more clients. You read someone else's newsletters because you are hoping that in so doing, you will also become successful like they are. You participate in forums because you are hoping to get free answers to your most burning questions or to possibly get some client leads. You continue to trust these websites because you find that they provide valuable content to you by :
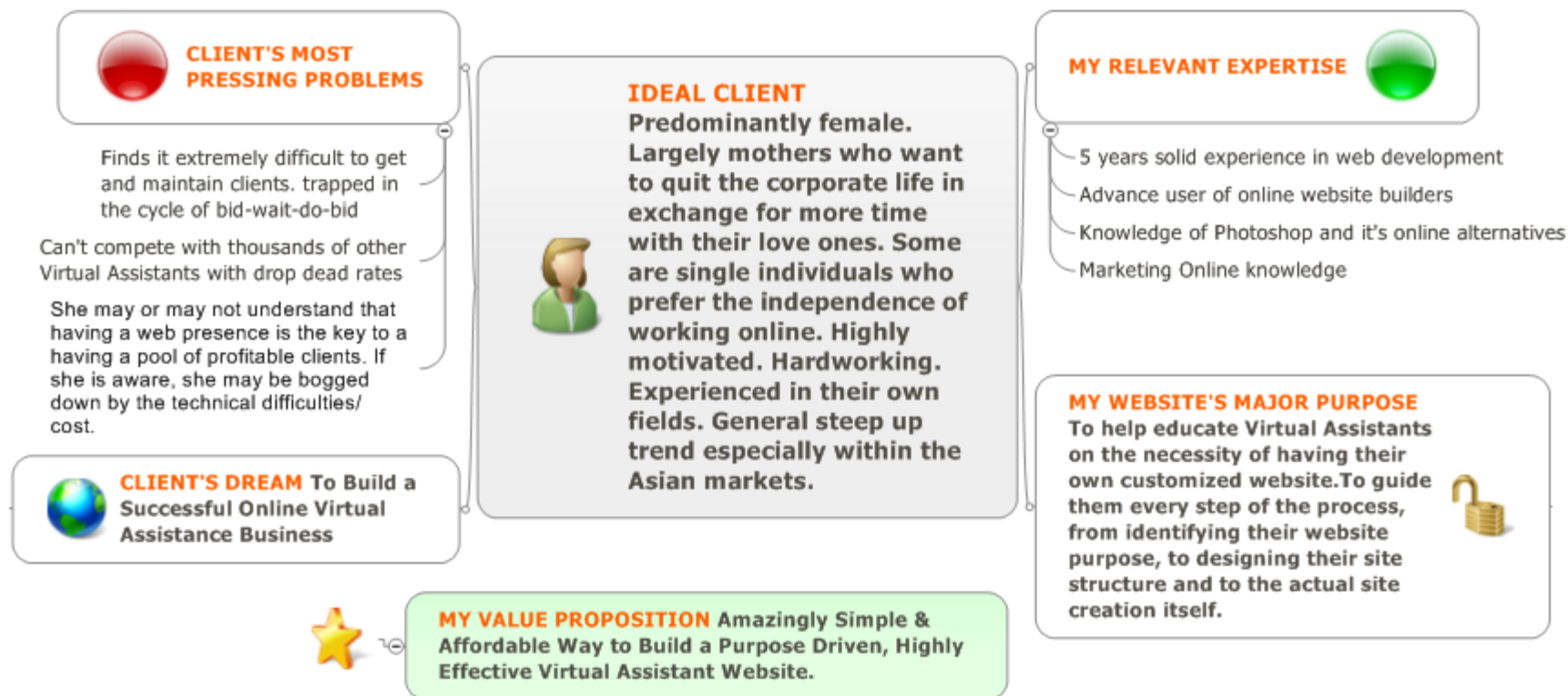
1. Addressing your problems (i.e. pain points)
2. Helping you achieve your dreams

Having a clear understanding of your target Client's needs and dreams, and the role you play in addressing these, is the key to an effective website. The more clarity you have, the higher your chances for success. On the other hand, no matter how fancy your website, if you are unable to deliver the content that resonates with your client's needs and wants, your website will still fail. Presented below is the actual map used to develop this very website that you are reading. Read it and then develop a similar map for your own website.

Web001 | Website Planning Worksheet (PURPOSE)

Web001 | Website Planning Worksheet (PURPOSE)

CLIENT'S MOST PRESSING PROBLEMS

Finds it extremely difficult to get and maintain clients. trapped in the cycle of bid-wait-do-bid

Can't compete with thousands of other Virtual Assistants with drop dead rates

She may or may not understand that having a web presence is the key to a having a pool of profitable clients. If she is aware, she may be bogged down by the technical difficulties/cost.

CLIENT'S DREAM To Build a Successful Online Virtual Assistance Business

IDEAL CLIENT
Predominantly female. Largely mothers who want to quit the corporate life in exchange for more time with their love ones. Some are single individuals who prefer the independence of working online. Highly motivated. Hardworking. Experienced in their own fields. General steep up trend especially within the Asian markets.

MY RELEVANT EXPERTISE

5 years solid experience in web development

Advance user of online website builders

Knowledge of Photoshop and it's online alternatives

Marketing Online knowledge

MY WEBSITE'S MAJOR PURPOSE
To help educate Virtual Assistants on the necessity of having their own customized website.To guide them every step of the process, from identifying their website purpose, to designing their site structure and to the actual site creation itself.

MY VALUE PROPOSITION Amazingly Simple & Affordable Way to Build a Purpose Driven, Highly Effective Virtual Assistant Website.

In the above map, 6 critical questions were answered. Ask yourself the same questions and try to develop your own map for your website. MindJet was used in developing above map. However, you may use this worksheet to guide you Web001|Website Planning Worksheet (PURPOSE).pdf, or if you are feeling creative you may use your own hand drawn map.

6 Critical Questions You Need to Answer Before You Build Your Website

Who is my ideal client?

What are her most pressing problems?

What are her dreams?

❓ What are my strengths and expertise which can help address her problems?

❓ Given above 4 information, what is my proposed solution that can be the focus of my website.

❓ What then is my value proposition?

If you are not clear on the answers to these critical questions, you may want to do your due diligence. Your website's purpose is the foundation of your site structure, site pages/posts. Do not proceed without being clear on these. You are merely setting yourself up for failure.

❌ **VA-Centered Website |** A lot of Virtual Assistants make the mistake of posting generic bio/resume online. These prove to be major time-wasters as far as clients are concerned. Your clients don't care about your previous stint as data entry clerk, customer service representative nor about your other around-the-www-niche-trip. All a client cares about is whether, given your past relevant experiences, you are able to help her solve her most pressing problems. The key term here is "*Relevant*". What are your strengths/expertise/experience that is relevant to your clients' needs? Put those on your website. Leave out the rest.

"You can have everything in life you want if you will just help enough people get what they want" | Zig Ziglar

Greater Empathy Solicits More Trust | One thing you need to understand is that people don't always buy/hire for rational reasons. More often than not, clients hire because you are able to connect with them at a deeper level. *And the better you are able to articulate their dreams and their problems, the greater empathy you'll get. The more likely they'll trust you.* Read thru their forums and understand what they are trying to say, and what they are not trying to say. Articulate it for them. If possible, use the very same terms that they use. Don't use "Tired" if most of them feel "Overwhelmed" or "Drowning with paperwork". Now what are some of the most common "pain" terms that your clients' use? Use these on your worksheet (i.e. Client's most pressing problems)

💡 **Learn From Others|** OutsourceAndDelegate.com

Here's an example of a webpage that banks on empathy to appeal to people who outsource their tasks. Visit OutsourceAndDelegate.com. Ignore the aesthetics. Observe the verbiage. | **Do you get a sinking feeling** when you ask yourself, *"Is this really what I signed up for?"* Have you noticed how you now feel **chained to your computer…** you **have the freedom to enjoy quality time with family & friends** … you'll discover how to *delegate the time-sucking, energy-draining tasks* of your internet business to an enthusiastic, hard-working team of people who will free you up to build the business of your dreams!

This selling page targets the very same potential clients you are after. Expensive copywriters are hired to develop effective websites like this. Save yourself tons of time and money and learn from what they've already done. *By understanding what "ticks" your clients, you can dramatically improve your websites' success.*

Establish Your Website's Purpose

If you haven't already done so, now is the time to think thru the major purpose of your website. Again, whatever your answers, will be the foundation of your site structure. So make sure you give it enough thought. And if necessary, do a bit of googling and forum research to validate your assumptions. If you find you have too many scattered answers, consider narrowing down your target niche. You can easily create your sub-sites for your sub-niches later.

Download| [Web001|Website Planning Worksheet (PURPOSE).pdf]

Create My Own Map in [MindJet]

NEXT >> [Discover The Real Immediate Purpose of Your Website]

JUMP TO >> [Videos Build Your Own Website]

JUMP TO >> [Create Your Own Website Competition]

Discover The Real Immediate Purpose of Your Website

What Is The Immediate Purpose of Your Website?

Irregardless of your final goal, *the immediate and main purpose for creating a website is really to Establish TRUST.* As with all businesses, the main foundation of any sale/deal is TRUST. Before people hire you, before you can sell to them, you need to have their Trust. When there is trust, money follows.

Do You Trust Yourself?

The thing about trust is that, first and foremost, you yourself must believe in you. It is quite futile to try and convince potential clients that you are the best Virtual Assistant for them, if you feel you are incompetent if compared with other Virtual Assistants. Clients can tell a phony a mile away. Do you trust yourself? Of course! That's a no-brainer! Really? Stop for a moment and think whether you honestly trust yourself. Do you trust your rates/billing practices? Do you trust your abilities? Or do you feel inadequate so you only charge drop-dead rates? Do you honestly believe that you are the best Virtual Assistant, the best partner, the best support for your potential clients? Or is your reluctance to proactively market your Virtual Assistance business is somehow due to your deeply rooted lack of confidence in your self/in your expertise. If you do not 101% trust yourself, your abilities, your practices, address those issues NOW. Review your ethics/values; change your practices; get trained. Do whatever is needed to get your foundation right. Trust after all, is the foundation of every sale.

Try this online survey to assess the level of trust of friends and others have in you. Comes with a complimentary analysis of your personal credibility. It's quite fun and It's free. Try Who Trusts You? (Free)

"A billionaire once said to me, "Integrity is not so much a value in itself"; it is rather the value that guarantees all the other values." Wow! This was a great insight for me. Once you have decided that you are going to live consistent with a value, your level of integrity determines whether or not you follow through on your commitment. The more you discipline yourself to live consistent with the very best you know, the greater is your level of personal integrity. And the higher your level of integrity, the happier and more powerful you will feel in everything you do." | Brian Tracy

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What is the CTPM Model?

The CTPM model is an excellent framework to use when creating your website. It stands for Content-Traffic-PREsell-Monetize. *It's been the guiding principle for many successful online entrepreneurs, and it should be yours too*. In essence, you need to provide excellent content so you attract targeted visitors/to get traffic. You then PREsell (not sell) via excellent free content. Only after that do you monetize. The Service Sellers Master Course provides an in-depth discussion on this. Note though that this book is not solely focused on Virtual Assistants. However, the principles discussed are highly relevant to any online service business. This Free ebook is

being provided to you because it is important for you to have a framework to work with as you build your website. As your cashflow runs out, it is very tempting to simply plaster "Hire me!" or "Desperately Seeking Clients!" across your website.

Putting the needs of your Clients ahead of your cashflow requirements is of course, easier said than done. Bills and mortgages need to be paid. And you need the money, like yesterday! But in order to be successful, *you need to learn to distinguish between the short term fulfillment of your immediate needs vs formulating your long term strategy for a more sustainable business*. You may bag a few Clients here and there with an aggressive website, but you cannot form a long term profitable relationship with your Clients unless you've first established a relationship with them which is founded upon trust. This is why the CTPM model is critical to your success! Have the CTPM model as your guiding principle. And your chances for success online will improve dramatically.

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TIP | Develop the Learning Habit

Create your own digital Learning Library. This could be a folder in your hard drive or a section in your bookmark. Every time you encounter good books, save it in your library. Then allocate 1 hour everyday in your calendar, preferably in the morning, to read from your Learning Library. Feed your thought. Feed your soul.

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Download and Read | The Service Sellers Master Course (FREE)

The whole book (153 pages) is an excellent read. However, if you find yourself pressed for time today, simply focus on the first chapter/Day 1. It will give you a good overview on the CTPM Process. And then commit to your self to read the book at a later date. Mark it in your calendar so you can follow thru.

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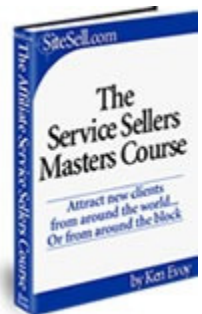
NEXT>> Design Your Purpose Driven Website

JUMP TO >> Videos Build Your Own Website

JUMP TO >> Create Your Own Website Competition

Design Your Purpose Driven Website

By now you should have a clear understanding of your Website's 1) major overall purpose (Web001|Website Planning Worksheet (PURPOSE).pdf) and 2) your website's real immediate purpose (i.e. to establish trust). Now in this section, you will learn how to design your individual pages such that they support your website's purpose.

There are certain principles on how you can make people do what you want them to do and we will discuss these shortly. But in order to implement these, first you need to know exactly what your goals are for each of your major pages, and then determine exactly what is it that you want people to do.

What Are The Pages That You Want Included In Your Website?

Here are the most common pages for a Virtual Assistant/Freelance Website. It's ok to have just the basics at this point. You will continue to build your pages once we get to the 6 Principles of Persuasion.

- Home/ Homepage – You need a compelling headline that encapsulates your overall value to your ideal client. Your USP or your Value Proposition.
    - A USP or Unique Selling Proposition is what sets you apart. It basically answers the core question in your client's mind, *"Why should I hire you over your competitor? What differentiates you?"*
    - A common mistake newbie Virtual Assistants make is waste the valuable homepage space with a lengthy definition of "What is a Virtual Assistant?" Do not do this! You only 3-5 seconds to sway a reader to stay. Posting a wiki definition is clearly not going to do the job. What you may want to do instead is to direct the readers, via a hyperlink, to the full definition. You may either refer to another post on your site or refer to a credible external source (i.e.Wikipedia What is a Virtual Assistant?).
- Solutions/Services – Ideally, you should sell Solutions, not Services.
- Packages/Rates – Ideally, you should have Packages, not Service Rates. The other is differentiated and not easily comparable. The latter is not.
- Portfolio – Your no-less-than-perfect designs/samples. This is very important as it reduces potential Client's fear about you not being able to deliver the job. An excellent portfolio, especially if it represents exactly what the client is looking for, can easily close a deal. It's what they want and they can see it right then and there. Deal close. If you need an inspiration, visit Krop Portfolio - elegantly designed, impressive portfolios.
- Contacts – The key here is to be as accessible as you comfortably feel as possible. If you have other obligations (don't we all?), make sure you clearly indicate that in your site as well.
- About – May include interesting tidbits about you. Keep it crisp and relevant. Examples of credibility loaded words that you can use (as appropriate)| Solid experience, Expert, Informed, Trained, Skilled.
- Testimonials – discussed in the next section.

Copywriting 101 | Excellent Tips from Web Copy That Sells

Here are some excellent tips from the book Web Copy That Sells

- Your logo, Company name, header, graphics & other non selling features do not take up a sizeable chunk of the first screen.

- Style | Your overall web copy should be scan able.
  - Use bulleted lists
  - Highlight selected keywords
  - Incorporate interesting stories or case studies, significant facts
  - Are the paragraphs broken down to 2-4 sentences
- Offer Testimonials
  - Use testimonials in strategically placed areas.
  - Offer free bonuses or gifts an incentive
  - Include a guarantee that removes the risk from purchase

You may find the full online checklist here ✔ Formula for Mathematically Measuring the Selling Quotient of a Website provided by Web Copy Writing University.

For Each Of The Pages, What Is Your Desired Outcome?

Go thru each of your pages and try to determine exactly what you hope to achieve. Do you want to get leads? Do you want sell your solutions/packages right then and there on your website? Do you want to establish "Brand You"? Do you want to establish your "Supreme Influence" status? Or do you merely want an extension of your job board portfolio? Whatever your desired outcome, it should be congruent with your overall website objective. Designing your website with a specific purpose in mind, will make your website much more effective.

Here's a simple example for you. Don't worry if as at this point, you can only answer your items 1 Desired Outcome. You will learn the principles, as well as action plans on the next section.

Web002|Website Planning Worksheet (PAGES)

LEGEND

❶ DESIRED OUTCOME
❷ PRINCIPLES OF PERSUASION
❸ ACTION PLAN

MYWEBSITE.COM

Web002|Website Planning Worksheet (PAGES)

LEGEND

1. DESIRED OUTCOME
2. PRINCIPLES OF PERSUASION
3. ACTION PLAN

MYWEBSITE.COM

- **HOME (Sample)**
  - 1 Harvest potential Client's email — 2 Reciprocity — 3 Provide a downloadable,

- **Portfolio (Sample)**
  - 1 Establish myself as a low-risk VA — 2 Authority
    - 3 Provide an impressive po
    - 3 Include a Service Level A
  - 1 Client makes an enquiry or initiates contact — 2 Authority
    - 3 Add a clear call
    - 3 Include Odesk

STOP
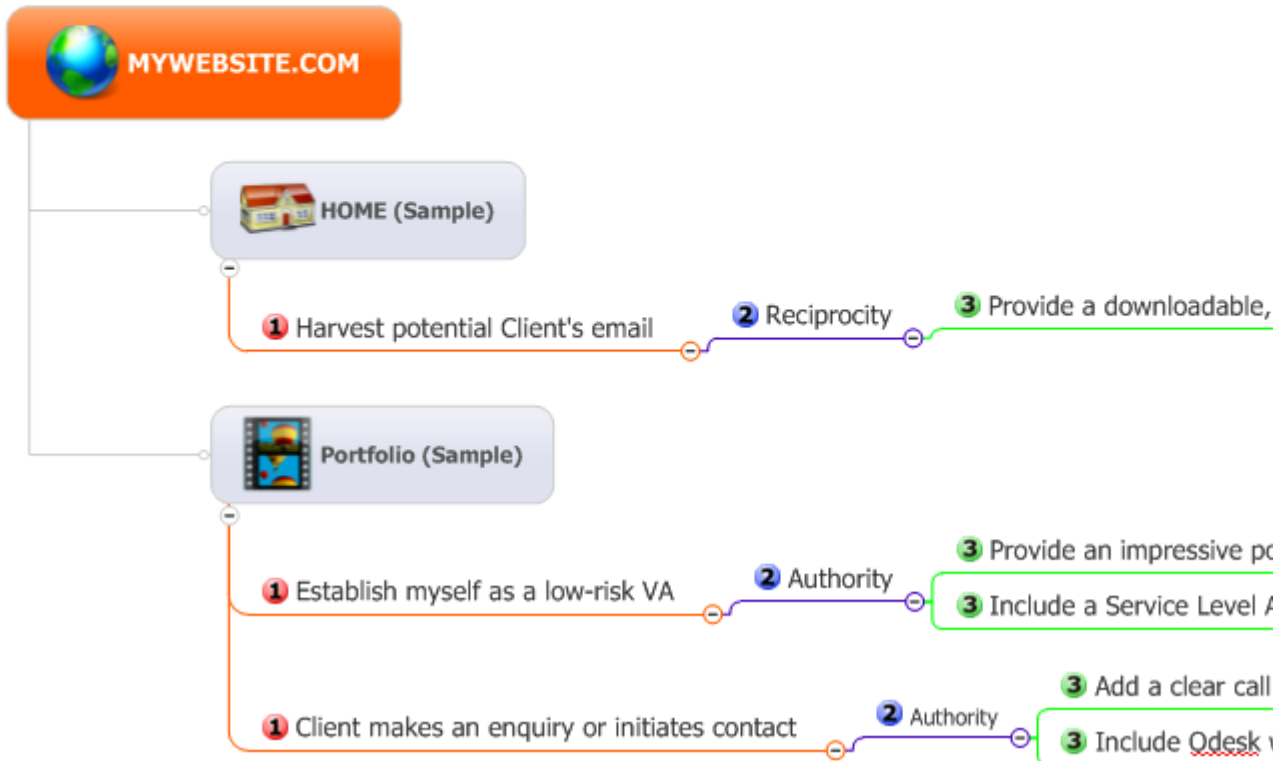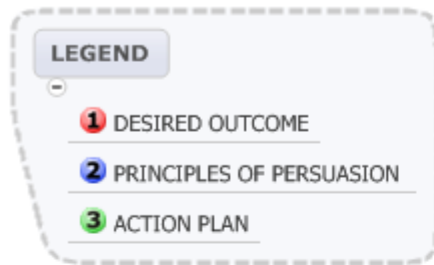
Draft Your Website Pages & Desired Outcome

Now think thru the pages you want to be included in your website and for each, determine your desired outcome. As at this point, you will only be able to answer item 1 of your worksheet. If you are running blank, consider googling other Virtual Assistant's website. Don't copy. In fact, you need to differentiate yourself. Just use it to get your creative juices flowing. There's also a lot you can learn from this site BrickWork India & this site AskSunday. Observe how they structure their contents.

Download| Web002|Website Planning Worksheet (PAGES)

Create Your Own Map in MindJet

Apply The 6 Principles of Persuasion on Your Website

Scientifically Proven Principles of Persuasion That Will Help Make Your Website More Effective.

6 Proven Principles of Persuasion by *Dr Robert Cialdini*, Visit InfluenceAtWork.com

By now you should have drafted your outline structure. If not, Kindly print out your Web002|Website Planning Worksheet (PAGES). Continue building on your site as you go thru the 6 Principles of Persuasion below.

Principle 1 Reciprocation

People feel obligated to give back when you first give to them. Giving away free trials or free content is an excellent way to put this principle into use. If you do give a free gift however, emphasize the real value of the gift or it will be assumed to be of low value.

Some Ideas

- On your website, *why not offer introductory discounts?* Not stingy nor over the top it makes you look desperate. Just make it valuable enough to actually entice potential Clients to try out your services.
- Why not create lists/ebooks/videos/contents which are *valuable for your potential clients* and *then give them away for free*? Make sure that at the point of give-away you can capture their emails (for future follow up) and you brand all your information so they'll know how to contact you back.
- Don't give free crap. A lot of people think that because they are giving away something for free then they can give away mediocre products. This is a big big mistake! When you give something for free, you are already courting your potential client. "Wow! She gives this excellent product for free. I'm sure she'll be equally impressive, or even more, when paid. Let me try her services then." Every single thing that passes on from you to others should always be of excellent quality. You'll never know who's hands they'll get into. Give crap and you'll surely turn away potential clients. Give excellent free work and you'll get potential clients or possibly word of mouth referral!

💡 **Learning from the Experts** | 8 New Rules You Must Know to Prosper in the New Economy

Charlie Cook is a Marketing Guru who focuses on helping Small Businesses. He is the author of The Insider Marketing Secrets. In this valuable, content-rich ebook, he maps out the "8 New Rules You Must Know to Prosper in the New Economy". Charlie gives it out for FREE. Not surprising given that in it he discusses about new *Rule#1 FREE is the New Business Model.* Observe his landing page and learn 8 New Rules You Must Know to Prosper in the New Economy.

Read thru pages 7-12 to have a better understanding of the FREE Business Model. How do you find the quality of this Free material? Top notch! Gives you a very good feel of the quality to expect if you do buy his ebooks. You would want your potential clients to feel the same way about your freebies.

Stop & Think| Now think of 1-3 items you can give away for free. You may not have that item right here, right now. You may either do it yourself or outsource to another Virtual Assistant. That is fine. You just need a good idea on what you intend to put on it. Something your clients can benefit from. When done, go back to your list and see which among your listed pages can make use of this information.

Principle 2 Scarcity

People want more of what they can get less. If you therefore have something unique, rare, time bound, people are more likely to want them. It is also very effective to highlight not only what they will gain from getting your offer, but also what they would loose if they pass up. In fact, "People are more motivated by the idea of losing something than gaining those same things".

Some Ideas

- So On email subscription…"Don't Miss Out on the Latest Video Tips & Tricks!" is more effective than "Receive the Latest Video Tips &Tricks."
- If you want to put more sense of your urgency on your discount offer, you can make it time bound. When you send an invoice to your client, offer a tempting 50% discount for a new job within 10 days of receipt of your billing. The thought of the promo being gone if not acted upon quickly, can trigger an action on your client's part.

Revisit Charlie's 8 New Rules You Must Know to Prosper in the New Economy. Scroll to the bottom of the page and observe how he prompts you to act, NOW.

> *I must warn you, if your competitor gets a copy of the "New Rules" and you don't, it could prove disastrous. This is like marketing on steroids so at the very least, get your copy today for self-defense.*
>
> *Hurry -- this is a limited time offer so go ahead and enter your name and best email address into the form below to grab your copy today. You'll be so glad you did.*

Stop & Think|How can you effectively use a this same principle on your website? Your version may be a bit toned down, depending on your target client. But the principle should be the same. Note this down on your planning worksheet.

Principle 3 Authority

People want to follow/ be lead by experts. And there's no way your potential clients will know about your expertise unless you tell them. You could be loosing Clients by being shy and not telling upfront exactly what it is that you can do for your Clients. Add intelligently written articles and post them on your website. Add your Portfolio that showcases your expertise. While establishing your authority goes beyond the confines of your website (i.e. social network, speaking engagements), the content of your site speaks volumes about your level of expertise.

Some Ideas

- Learn whatever you need to learn to be the best in your field. Ask yourself, what skills do I need to acquire to make myself most valuable to my target clients? Commit to learning them.

    - Business Growth Strategies ($1). This is an excellent place to start. The Business Growth Strategies provides step-by-step methods that will help you succeed in your business. It also has an excellent category on Personal success that teaches you about productivity, goal setting and planning – elements crucial to your online success. Must listen: "*Change Your Thinking, Change Your Life*" (Go to Lesson Categories-Personal Success-Downloads). Click here to View Contents/ Lesson Categories. Currently, you can get all these for just $1 for 30 days. Try it.

You'll be grateful to your self that you did. Visit Site Business Growth Strategies

- Create an Ebook. Creating a memorable eBook and one that can be valuable to your clients, is a great opportunity to position yourself as an authority. Here's an excellent example. Steve Chazin, a former Apple employee, wrote an ebook instead of churning out the same old resume. This ebook got 2,900 downloads on the first day alone! Read and learn from it. Download Marketing Apple (Free)

Business has only 2 functions – Marketing & Innovation | Peter Drucker

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The Insider Marketing Secrets and Small Business Marketing Ideas To Make More With Less Effort

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NEXT >> Apply The 6 Principles of Persuasion on Your Website (part2)

JUMP TO >> Videos Build Your Own Website

JUMP TO >> Create Your Own Website Competition

Apply The 6 Principles of Persuasion (part2)

Principle 4 Commitment & Consistency

People are more willing to be moved if they see it as consistent with a recent commitment. Have people write things down. People normally live up to what they write down.

- Why not turn your article into an actionable document? Why not attach fill-out discount coupons on your invoices?

Principle 5| Consensus/ Social Proof

When people are uncertain, people look at what others, in their similar situation, have done. This is primarily the reason why, when you buy something online, you normally read the reviews first. You are unsure and so you check out what others like you, felt about the product. This lowers your perceived risk of making the wrong purchase. Amazon.com is very successful in using this principle.
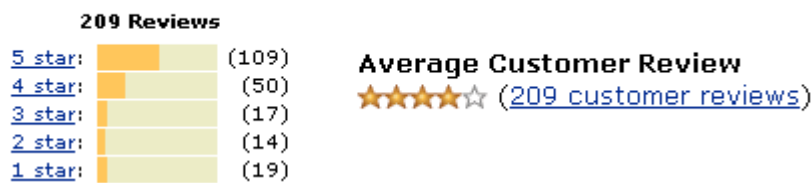
Some Ideas

- Leverage on your Testimonials – Adding testimonials on your website is an excellent way to boost your credibility and up your social proof. This may be in the form of text, audio or even video. Be creative! *The closer/the more similar the situation of the person giving your testimonial to your reader, the better.* For instance, if your primary target market are newbie eBook writers, post testimonials given by other newbie eBook writers.
- *You need to put a system in place to ensure a continuous flow of testimonials*. On your website, add a simple form where people can post testimonials. On your Invoices, offer discounts as an incentive for clients to give you feedback. You can even use the testimonials given to you from the job boards (i.e. eLance, oDesk, LimeExchange, Freelancer).
  - What if I don't have clients yet? Offer your services to people you know, for free. Or scout the forums and observe if there's anybody there who may give an indication that they need some help. Offer to help and politely offer your services for free in exchange for an honest feedback.
- *Add relevant social networks to your website.* Practically every social network can now be easily integrated into your website. Take advantage of that. You can also easily add Tell-A-Friend widget on your site. Simply copy and paste the code you will be provided with and you'll instantly get this. ![tell a Friend] Go on, try and add this page to your social network/tweet this.
- *Beware of sending out negative social proofs*. Some Virtual Assistants unknowingly send out negative signals on their bids. *"It's not the money, I just want some experience."* or *"I really hope and pray you will give me a chance."* These statements give an indication to the client that others have not tried your services as yet. And since nobody likes to take unnecessary risk, chances are they wouldn't want to be the first to take a risk on you. They would rather partner up with somebody who's been tested and tried before. People like to associate themselves with winners.

- *Convey your service is popular*. Instead of merely posting your Package rates, add "Clients' Favorites!" or "Most Popular!". This gives an indication to potential clients that others have tried your services and these are the ones they liked. It will encourage them to try as well.
- Having a Service Level Agreement or an MBG (Money Back Guarantee) on your website also helps lower your client's perceive risk.

Low-Risk vs. Low-Price

" Your job is to be the low-risk provider, not necessarily the low-price vendor. Your job is to demonstrate clearly that your product or service represents the safest and most secure purchase decision rather than merely being the least expensive or highest quality."| Brian Tracy Factors of Risk in Selling)

💡 **Learn from the Experts**

This Special Freedom Prize Inside is an excellent example of using compelling social proof.

- Look at the photos. What do they tell you? They tell you that these are real people. Real people who are just like you and me – moms & daughters. They are not merely testimonials of "Great Job! – J.B. Kansas". *Photos not only make testimonials more credible, but in this case, more emotionally appealing as well*.
- Observe the post it notes. "Quit the day job", "Joy of freedom", "Passion & priorities". Can't we all relate to this? Don't we all want this? Don't we have the same dreams? These resonates so well with us because we have the same dreams. Go back to your Web001 Planning Worksheet Web001|Website Planning Worksheet (PURPOSE).pdf *What dreams do your Clients have? Use these when designing your testimonial page*.
- Notice that they didn't highlight their typing speed/writing abilities/creative prowess/web design skills. They instead focused on the "benefits" of what they offer to their users. They are selling you "Hope" that you too can achieve financial freedom. *Similarly, on your website, you should highlight the benefits of your services to potential clients and not what your skills are.*

Stop & Think| Visit Special Freedom Prize Inside and learn. Then write down some of your own thoughts on how you can leverage on the principle of Consensus/Social Proof.

Principle 6 Principle of Liking

"We like people who like us. We say yes to people we like". There are six principles of liking: physical

attractiveness, familiarity, compliments, association, cooperation, and similarity. Which area is easiest for you to leverage on, online? – association? similarity?

- Include your photo in your website. Smiling and looking like a winner. People like to associate themselves with successful people.
- Here's the simplest secret, genuinely *Fall in Love with Your Client (and not with your services)!* If you are genuinely concerned about your clients, about their needs, above your monetary needs, they will feel it. They will like you back. Design your website to be Client-centered.

Stop & Think|Ask yourself, in what ways are you similar with your clients? Are they moms or sexy singles like you? Are they writers too? Online entrepreneurs too? Are they on facebook/linkedin/your forums too? Use these to trigger similarity & association among your potential clients.

Congratulations! You've just taken a big step closer to your success! You've now completed your website plan. Fill in the contents and when done, jump in to create your actual website! Good luck and enjoy!

NEXT >> Create Your Own Website (Videos & PDFs)

JUMP TO >> Videos Build Your Own Website

JUMP TO >> Create Your Own Website Competition

Videos Build Your Own Website

3-15 mins Videos that Shows You, Amazingly Simple Ways on How to Build Your Own Website

Congratulations! You are among the top Virtual Assistants/Freelancers in your field. You've already realized that an online presence is critical not only to the overall success, but to the very survival of your online business!

4 Easy Steps to Create Your Website

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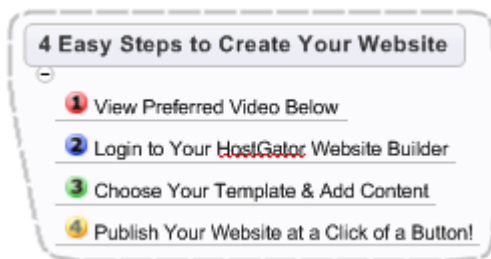
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- **Download Free Headers|** To make it easier for you, we've already extracted the most popular headers on HostGator. Please feel free to use them. <u>Download Free Headers</u>

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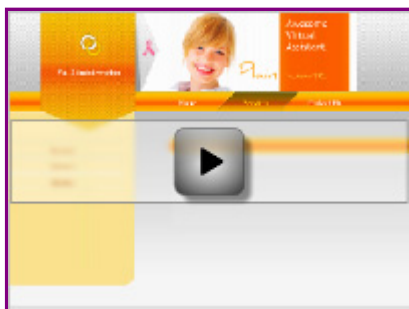
Video (7 mins) <u>How to Build Your Own Website HostGator_Admin (Camtasia)</u>

Transcript <u>Build Own Website HostGator_Admin (PDF)</u> | <u>(SlideShare View Online)</u>

How to Build Your Own Website (HostGator_eBook Designer)
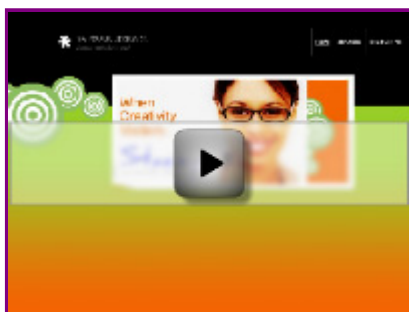
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Transcript <u>Build Own Website eBook Designer (PDF)</u> | <u>(SlideShare View Online)</u>

Transcript Build Own Website eBook Designer (PDF) | (SlideShare View Online)

How to Build Your Own Website (HostGator_Bookkeeper)
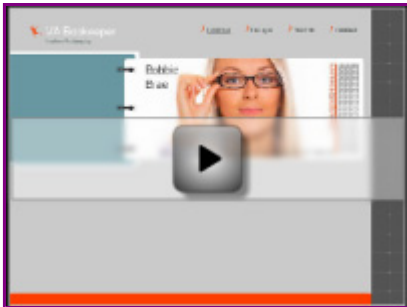
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How to Build a HostGator Account with a Site Builder

Video (3 mins) Build a HostGator Account (Camtasia)

How to Edit Photos (Creative_Picnik & BeFunky)

Video (8 mins) How to Edit Photos Picnik & BeFunky (Camtasia)

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3-15 mins Videos that Shows You, Amazingly Simple Ways on How to Create Your Own Website.

If you want a successful Virtual Assistance Business, you need a website. Period. No ifs. No buts.

4 Easy Steps to Create Your Website

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3. Choose Your Template & Add Content
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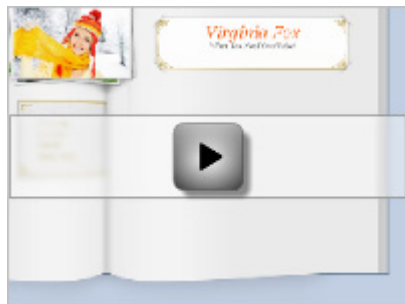
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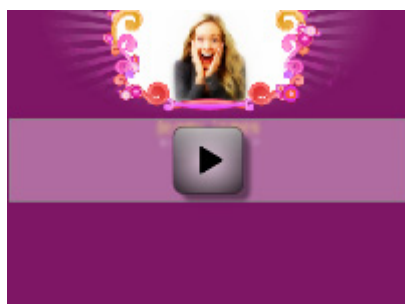
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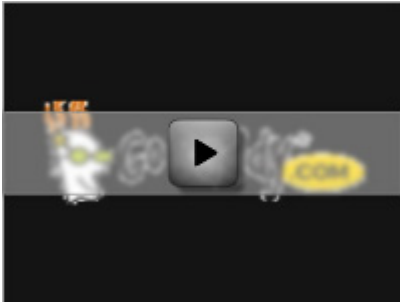
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